

METHOD AND SYSTEM FOR FACILITATING ON-LINE SHOPPING

Abstract of the Disclosure

A shopper is presented with a customized online store whose inventory is defined by the shopper. In one embodiment, specification of the inventory is conducted in a bricks and mortar store - either during checkout, or by the shopper walking the aisles and scanning items with a barcode scanner pen or the like. The inventory may be defined – at least in part – by scanning items in the shopper's home. A variety of other novel features useful in on-line shopping are also disclosed.

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